

purella

SUPERFOODS



SUPERFOODS EVERYDAY



PRODUCT
CATALOGUE

A close-up photograph of a hand reaching out to touch tall, golden grass. The sun is low on the horizon, creating a warm, golden glow and a lens flare effect. The background is slightly blurred, showing more of the grass and a hint of a building or structure.

FOODWELL WORLDWIDE

With a diverse product range and exceptional quality, we proudly export our products to over 50 countries worldwide. Our presence extends across Europe, Asia, Africa and North America, with an impressive turnover of 150 million.

FOODWELL IN POLAND

FoodWell is one of the largest food companies operating in Poland and a leading producer of healthy snacks, such as muesli, granola, protein bars, dried fruit and nuts, breakfast cereals and more.

With over 30 years of experience, we pride ourselves on creating exciting new products and maintaining the highest quality standards.

FoodWell owns three modern production plants and R&D centres in Poland, producing a diverse range of more than 1000 branded products and around 300 private label items.

WE ARE OBSESSED WITH SUPERFOODS

At Purella, we aim to democratise healthy eating by empowering people to take care of themselves using high quality, nutritious products. Our passion for **SUPERFOODS** became the foundation of our brand, as we believe in the transformative power of incorporating nutrient-rich ingredients into our daily diets.

By offering a wide range of products that embody the essence of **SUPERFOODS**, we aim to inspire and motivate everyone to embrace a balanced and mindful lifestyle. We have curated an exceptional range of **SUPERFOODS**, to meet all your needs throughout the day. Whether it's enhancing your cooking with our single **SUPERFOODS** or **SUPERFOODS MIXES**, brewing a comforting cup of herbal goodness with our **SUPERHERBS** or reboosting yourself with our **SUPERSHOTS**, indulging in a healthy snack, wholesome breakfast or reaping the benefits of natural extracts in our **SUPERSUPPLEMENTS**.

SUPERFOODS

Purella's **SUPERFOODS** are products with the highest nutritional values. The line includes functional products such as dried and powdered fruits, seeds, and spices full of vitamins and minerals that are easy to add to your meals.

Committed to the highest standards, we implement BIO/Organic/ECO practices and test for gluten content, ensuring sustainability at every step. From crop cultivation through manufacturing to send-consumer delivery, we prioritise quality and ethical requirements.



NIGELLA 40 G
 sap 29035 | PCS/BOX 10 | BOX/PAL 336 | PCS/PAL 3360
 shelf-life 540 days

MACA ORGANIC 28 G
 sap 29037 | PCS/BOX 10 | BOX/PAL 504 | PCS/PAL 5040
 shelf-life 540 days



ACAI BERRY ORGANIC 21 G
 sap 29039 | PCS/BOX 10 | BOX/PAL 504 | PCS/PAL 5040
 shelf-life 540 days

GOJI BERRIES 45 G
 sap 28805 | PCS/BOX 10 | BOX/PAL 336 | PCS/PAL 28805
 shelf-life 540 days



purella
 SUPERFOODS





TUMERIC ORGANIC 60 G

sap 28808 | PCS/BOX 10 | BOX/PAL 504 | PCS/PAL 5040
shelf-life 540 days



GROUND FLAX SEED 60 G

sap 29045 | PCS/BOX 10 | BOX/PAL 336 | PCS/PAL 3360
shelf-life 540 days



CHLORELLA 21 G

sap 28806 | PCS/BOX 10 | BOX/PAL 504 | PCS/PAL 5040
shelf-life 540 days



HEMP PROTEIN ORGANIC 45 G

sap 29044 | PCS/BOX 10 | BOX/PAL 336 | PCS/PAL 3360
shelf-life 540 days



GOLDEN BERRY ORGANIC 45 G

sap 29036 | PCS/BOX 10 | BOX/PAL 336 | PCS/PAL 3360
shelf-life 540 days



WHITE MULBERRY ORGANIC 45 G

sap 28807 | PCS/BOX 10 | BOX/PAL 336 | PCS/PAL 3360
shelf-life 540 days



CHIA ORGANIC 50 G

sap 29038 | PCS/BOX 10 | BOX/PAL 336 | PCS/PAL 3360
shelf-life 540 days



RAW CACAO POWDER ORGANIC 45 G

sap 29040 | PCS/BOX 10 | BOX/PAL 336 | PCS/PAL 3360
shelf-life 540 days



SUPERFOOD MIXES

Blends of natural and functional superfoods, specially selected to support the specific needs of your body. You can add it to your juice, smoothie, yoghurt or oatmeal. It is a real vitamin bomb that adds the nutritional value of **SUPERFOODS** and fruits to your daily drinks and snacks.

It supports your health and vitality thanks to the many ingredients that boost your energy, reduce fatigue, slow down the ageing process, boost your immunity and support your metabolism.

Purella's Superfood Mixes are products full of valuable, health-promoting ingredients that enrich your diet with unique nutritional values, vitamins and minerals.



SUPERFOODS MIX BEAUTY 40 G

sap 28800 | PCS/BOX 10 | BOX/PAL 336
shelf-life 360 days



SUPERFOODS MIX GREEN 40 G

sap 28804 | PCS/BOX 10 | BOX/PAL 336
shelf-life 360 days



SUPERFOODS MIX IMMUNITY 40 G

sap 28802 | PCS/BOX 10 | BOX/PAL 336
shelf-life 360 days



SUPERFOODS MIX ENERGY 40 G

sap 28801 | PCS/BOX 10 | BOX/PAL 336
shelf-life 360 days



purella
SUPERFOODS

GRANOLA

Start your day with a burst of flavour and energy! Purella's Granola is the perfect breakfast solution for those looking for a delicious and nutritious morning meal.

Our carefully crafted granolas come in four exciting flavours: **Coconut, Nuts & Chocolate, Tropical Fruits and Chocolate.** They contain no added preservatives, colourings,

high fructose corn syrup or trans fats. They're a natural source of fibre which helps support a healthy digestive system. Plus, you can personalise your breakfast by adding your favourite **Purella's Superfoods.**

Get ready to start your day on a deliciously nutritious note with Purella's Granola!



NO PALM OIL



OVER WHOLE 50% GRAIN



FIBRE SOURCE OF



GRANOLA LAZY PARADISE 300 G

sap 28981 | PCS/BOX 16 | BOX/PAL 48 | PCS/PAL 768
shelf-life 360 days



5 905186 301673 >



GRANOLA NUTTY BOOSTER 360 G

sap 28888 | PCS/BOX 16 | BOX/PAL 48 | PCS/PAL 768
shelf-life 360 days



5 905186 301475 >



GRANOLA SWEET TROPIC 300 G

sap 28887 | PCS/BOX 16 | BOX/PAL 48 | PCS/PAL 768
shelf-life 360 days



5 905186 301499 >



GRANOLA CHOCO POWER 300 G

sap 28924 | PCS/BOX 16 | BOX/PAL 48 | PCS/PAL 768
shelf-life 360 days



5 905186 301451 >

purella
SUPERFOODS

SUPER MUESLI

Breakfast is the most important meal of the day, so it should be healthy and delicious. Purella's **SUPER MUESLIS** were created for those who value a nutritious and satisfying breakfast. Our carefully crafted mueslis offer a delightful combination of taste and health benefits, while catering to different needs. As with all Purella's products, the ingredients are carefully selected, so you won't find any glucose syrup and hydrogenated fats in our Super Mueslis.

Get ready to elevate your breakfast experience with our deliciously healthy muesli cereals!



SUPERMUSLI MORNING BOOSTER 350 G
 sap 28988 | PCS/BOX 16 | BOX/PAL 48 | PCS/PAL 768
 shelf-life 270 days



5 905186 301710 >



SUPERMUSLI HAPPY DAY 350 G
 sap 28989 | PCS/BOX 16 | BOX/PAL 48 | PCS/PAL 768
 shelf-life 270 days



5 905186 301697 >



purella
 SUPERFOODS



HIGH FIBRE



NO PALM OIL



WHOLE GRAIN CEREAL FLAKES



WITH SUPERFOOD



SUPER MUESLI KETO 200 G
 sap 29264 | PCS/BOX 16 | BOX/PAL 54
 shelf-life 360 days



SUPER MUESLI IMMUNITY 200 G
 sap 29268 | PCS/BOX 16 | BOX/PAL 54
 shelf-life 360 days



SUPER MUESLI ENERGY 200 G
 sap 29263 | PCS/BOX 16 | BOX/PAL 54
 shelf-life 360 days



SUPER MUESLI PROTEIN 200 G
 sap 29265 | PCS/BOX 16 | BOX/PAL 54
 shelf-life 360 days



BARs

PROTEIN BARS

Our innovative protein bars with a multi-layered and multisensory structure are a unique blend of high-quality protein and superfoods. They captivate with their delicious taste, delivering unforgettable sensory experiences. Indulge in them guilt-free while reaping the full benefits of their nutritional value.

ENERGY BARS

Unique bars based on natural ingredients that are a valuable source of nutritional value for your body. With a recipe based on dried fruits, nuts and the addition of vitamin B6, these nutritional bars are the perfect snack during the day or after a workout to give you a boost of energy.

NUTS BARS

All-natural nut bars made with carefully selected, top-quality nuts, mixed with honey and delicious additives - 100% natural, 100% flavour! No added sugar or palm oil. A satisfying combination of delicious taste and crunchy texture in a snack that you can eat without remorse.

MUESLI BARS

Nutritious bars based on cereal ingredients with the addition of nuts, seeds and dried fruits of the highest quality, topped with a delightful glaze. A delicious alternative to traditional bars, full of nutritional value. No added high fructose corn syrup or hydrogenated fats.

FUNKCIONAL BARS

Natural, fruit-based bars enriched with functional ingredients combined with superfoods to support specific health needs. Formulated with no added sugar, they provide clean, functional nutrition in a satisfying snack.



purella
SUPERFOODS

ENERGY BARS



ENERGY PEANUT BUTTER 40 G
 sap 28893 | PCS/BOX 15 | BOX/PAL 952 | PCS/PAL 14280
 shelf-life 360 days



NUTS BARS



NUTS CRANBERRIES 30 G
 sap 28903 | PCS/BOX 18 | BOX/PAL 360 | PCS/PAL 6480
 shelf-life 270 days



NUTS PISTACHIOS 30 G
 sap 28904 | PCS/BOX 18 | BOX/PAL 360 | PCS/PAL 6480
 shelf-life 270 days



ENERGY RASPBERRY CHOCOLATE 40 G
 sap 28895 | PCS/BOX 15 | BOX/PAL 952 | PCS/PAL 14280
 shelf-life 360 days



ENERGY BANANA PEANUTS CHOCOLATE 40 G
 sap 28894 | PCS/BOX 15 | BOX/PAL 952 | PCS/PAL 14280
 shelf-life 360 days



MUESLI BARS



MUESLI BAR 5 NUTS 40 G
 sap 28891 | PCS/BOX 15 | BOX/PAL 360 | PCS/PAL 5400
 shelf-life 360 days



MUESLI BAR BANANA 40 G
 sap 28892 | PCS/BOX 15 | BOX/PAL 360 | PCS/PAL 5400
 shelf-life 360 days



MUESLI BAR CRANBERRY ORANGE 40 G
 sap 28890 | PCS/BOX 15 | BOX/PAL 360 | PCS/PAL 5400
 shelf-life 360 days



PROTEIN BARS

Multi-layered line



**PURELLA BAR PROTEIN
NUTS & CARAMEL 45G EXP**

sap 29412 | PCS/BOX 15 | BOX/PAL 640 | PCS/PAL 9600
shelf-life 300 days



5 905186 303066

**PURELLA BAR PROTEIN VANILLA
STRACCIATELLA 45G EXP**

sap 29413 | PCS/BOX 15 | BOX/PAL 640 | PCS/PAL 9600
shelf-life 300 days



5 905186 303042

**PURELLA BAR PROTEIN
CARAMEL BROWNIE 45G EXP**

sap 29411 | PCS/BOX 15 | BOX/PAL 640 | PCS/PAL 9600
shelf-life 300 days



5 905186 303080

Crunchy line



**PURELLA BAR PROTEIN
CRISPY COOKIE 45G EXP**

sap 29413 | PCS/BOX 15 | BOX/PAL 416 | PCS/PAL 6240
shelf-life 300 days



5 905186 303028

**1 BAR = 11 GRAMS (25%)
OF PROTEIN + SUPERFOODS**



CARAMEL
BROWNIE

NUTS
& CARAMEL

VANILLA
STRACCIATELLA

CRISPY
COOKIE

PROTEIN BARS

Crunchy line – new flavours



PURELLA BAR PROTEIN CRUNCHY MATCHA LATTE 45G EXP

SAP 29582 | PCS/BOX 15 | BOX/PAL 416 | PCS/PAL 6240
shelf-life 300 days



5 905186 303554



PURELLA BAR PROTEIN CRUNCHY MANGO CRISPY RICE 45G EXP

SAP 29585 | PCS/BOX 15 | BOX/PAL 416 | PCS/PAL 6240
shelf-life 300 days



5 905186 303530

PURELLA BAR PROTEIN CRUNCHY STRAWBERRY MERINGUE 45G EXP

sap 29584 | PCS/BOX 15 | BOX/PAL 416 | PCS/PAL 6240
shelf-life 300 days



5 905186 303516

FUNCTIONAL BARS

Antioxidants



- 100 MG OF POLYPHENOLS OXXYNEA®
- 0% ADDED SUGARS
- SUPERFOOD - CRANBERRY

PURELLA FUNCTIONAL BAR ANTIOXIDANTS 40G EXP

SAP 29583 | PCS/BOX 15 | BOX/PAL 952 | PCS/PAL 14 280
shelf-life 300 days



5 905186 303592

Collagen



- 8G OF COLLAGEN
- 0% ADDED SUGARS
- SUPERFOOD - GOJI BERRIES

PURELLA FUNCTIONAL BAR COLLAGEN 40G EXP

SAP 29581 | PCS/BOX 15 | BOX/PAL 952 | PCS/PAL 14 280
shelf-life 300 days



5 905186 303578

POINT OF SALE

MATERIALS

DISPLAY BRANDING



DISPLAY 1/4



DISPLAY 1/6



purella
SUPERFOODS

SUPERFOODS
EVERYDAY



purella
SUPERFOODS

SUPERFOODS
EVERYDAY



WOBBLER

SHELFSTOPPER



LEAFLET



purella
SUPERFOODS

NOTES



**LET'S START
OUR JOURNEY
TOGETHER**



CONTACT US

international@foodwell.global

FoodWell Sp. z o.o.
Fabryczna 5
00-446 Warsaw
Poland
www.purella.pl
www.foodwell.global

foodWell